National Library Week

Celebrate National Library Week

About
First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use and support. All types of libraries - school, public, academic and special participate.

History
In the mid-1950s, research showed that Americans were spending less on books and more on radios, televisions and musical instruments. Concerned that Americans were reading less, the ALA and the American Book Publishers formed a nonprofit citizens organization called the National Book Committee in 1954. The committee's goals were ambitious. They ranged from "encouraging people to read in their increasing leisure time" to "improving incomes and health" and "developing strong and happy family life."

In 1957, the committee developed a plan for National Library Week based on the idea that once people were motivated to read, they would support and use libraries. With the cooperation of ALA and with help from the Advertising Council, the first National Library Week was observed in 1958 with the theme "Wake Up and Read!"

National Library Week was observed again in 1959, and the ALA Council voted to continue the annual celebration. When the National Book Committee disbanded in 1974, ALA assumed full sponsorship.

2011 Celebration
National Library Week in 2001 will be observed April 10-16, with the theme, "Create your own story @ your library®."

Many school libraries also celebrate the month of April as School Library Month sponsored by the American Association of School Librarians, a division of ALA, with the same theme as National Library Week. National Library Workers Day, celebrated the Tuesday of National Library Week (April 12, 2011), is a day for library staff, users, administrators and Friends groups to recognize the valuable contributions made by all library workers.

Source: http://www.ala.org/ala/aboutala/offices/pio/mediarelationsa/factsheets/nationallibraryweek.cfm

Quick Fact

KRC Research (2009): More than 217 million Americans agree or strongly agree that the public library improves the quality of life in their community, an increase from 209.8 million reported in 2006. The number continued to rise: in a January 2010 Harris Poll survey, 219 million reported they agree.

Source: http://bit.ly/c7I9MM

U.S. Embassy Jakarta Mission Statement

Based on mutual respect and shared values, the U.S Mission works with Indonesia to strengthen democracy, sustain the environment, promote prosperity, enhance understanding and ensure security for our people, our nations, and our region.

Inside this issue:

Libraries: An American Values

Libraries in America are cornerstones of the communities they serve. Free access to the books, ideas, resources, and information in America's libraries is imperative for education, employment, enjoyment, and self-government.

Libraries are a legacy to each generation, offering the heritage of the past and the promise of the future. To ensure that libraries flourish and have the freedom to promote and protect the public good in the 21st century, we believe certain principles must be guaranteed.

To that end, we affirm this contract with the people we serve:

- We defend the constitutional rights of all individuals, including children and teenagers, to use the library's resources and services;
- We value our nation's diversity and strive to reflect that diversity by providing a full spectrum of resources and services to the communities we serve;
- We affirm the responsibility and the right of all parents and guardians to guide their own children's use of the library and its resources and services;
- We connect people and ideas by helping each person select from and effectively use the library's resources;

- We protect each individual's privacy and confidentiality in the use of library resources and services;
- We protect the rights of individuals to express their opinions about library resources and services;
- We celebrate and preserve our democratic society by making available the widest possible range of viewpoints, opinions and ideas, so that all individuals have the opportunity to become lifelong learners - informed, literate, educated, and culturally enriched.

Change is constant, but these principles transcend change and endure in a dynamic technological, social, and political environment.

By embracing these principles, libraries in the United States can contribute to a future that values and protects freedom of speech in a world that celebrates both our similarities and our differences, respects individuals and their beliefs, and holds all persons truly equal and free.

Adopted February 3, 1999, by the Council of the American Library Association

Source: http://www.ala.org/ala/aboutala/offices/oif/statementspols/americanvalue/librariesamerican.cfm

Friends of the Library Group in the U.S

Friends of the library group is a dedicated volunteers advocate for libraries, raise much needed funds, sponsor programs and special events, and host popular used book sales. A national network named ALTAFF (Association of Library Trustees, Advocates, Friends and Foundations) offers a wealth of ideas and resources for Friends groups of all types, sizes, and level of activity. ALTAFF site also provides resources on starting a friends group, fundraising, planning successful programs and programming ideas.
If you are interested in starting a Friends group, you may find following information is helpful **:**
1. If you are a librarian, reach out to some of your most faithful and energetic volunteers to start a small steering committee. If you are library lover contact your librarian and share your plans.
2. The steering committee should reflect the community. It is important to have access to an attorney, pub-

lic relations and advertising talent, and high profile leaders.
3. Determine the group's purpose and mission so that you can plan an organizational structure to accomplish them.
4. Design a professional looking brochure for the membership drive. The brochure doesn't have to be expensive but it does have to look professional. Be sure that you include a space for new members to become active participants and volunteers in the organization. Follow-up right away to involve those who want to volunteer!
5. Hold your first "all member" meeting following the membership drive. This meeting should include a program component to attract a high attendance. At this program/meeting, elect officers and committee chairs to set and accomplish the group's goals.

Promoting You and Your Library

This information we got from LexisNexis website that compiled by librarian for librarian. It is fair to say that the need to promote your library and your expertise is critical to the continuing existence of librarianship. This information is a source to help you design programs that celebrate, promote and reaffirm the importance of the library and librarians in today's world. It also offers suggestions for energizing and inspiring you, your staff and your colleagues!

Marketing
- **Creating Your Marketing Plan**: Successful promotions begin with planning. Get detailed explanations and step-by-step guides at: http://goo.gl/xpcdi
- **Bookmarks:** A simple and effective methods to promote your library. Here is the link for bookmarks: http://goo.gl/3KSqv
- **Games & Puzzles**: Learn how to design a trivia game around the quantity and the variety of research questions the library answers at: http://goo.gl/NeV3i
- **From Librarians to Librarians**: Review some of the recent articles written by the LexisNexis Librarian Relations Consultants at: http://goo.gl/DkkQE
- **Peer and Employee Recognition:** One way to promote the library is to recognize and promote the people who personify the library!. Learn how to create an image of the library as smart, professional and personable at http://goo.gl/8abtP
- **Event & Party Planning:** Running low on inspirations and creativity?. Explore some sites in this link to generate new ideas: http://goo.gl/r52zD
- **Links to More Resources**: Explore more articles, tips and other marketing ideas at: http://goo.gl/qbUj5

Inspiration from Your Peers
Find some selected success stories from librarian customers on LexisNexis Web Site! This is a place where you can share your successes with your peers and be inspired to implement some of their ideas or develop unique ones from the ideas of others. For details on librarian stories for their success please visit http://goo.gl/8pggh

Life Balance
As a librarian, you define the library where you work. Your persona greatly influences how the library is perceived and how effective the library is in achieving its goals. If you are out of balance, then the library and the people it serves will be affected. The average person struggles with finding balance between their professional, social and personal life. Each of us wants to give one hundred percent to everything we do, but our time and energy is limited.

Take a deep breath, sit back in your chair and ask yourself … "Do I have balance in my life?" If your answer is no, or you hope to improve in this area, the links below offer guidance.
- **Health and Exercise:** Health practices can be a challenge. Find resources on this topic at: http://goo.gl/clS2q
- **Organization, Training and Inspiration:** In our busy world, it is hard to devote time to yourself for inspiration, motivation and training. Please explore some sites that you may find helpful at: http://goo.gl/ktPLZ

Marketing @ Your Library

Are you an academic or research librarian?.
Are you looking for resources to help you develop a marketing campaign for your library?
Are you looking for examples or best practices on promoting your academic or research library?

If you answered 2 out of 3 questions above, this source from The Association of College and Research Libraries (ACRL), a division of the American Library Association, might be useful for you: http://goo.gl/nvb26

Friends of the Library Group...
Continued from page 2.

6. Develop a long-range plan for your Friends group that includes participation from library staff so that your group's goals can stay in alignment with the library's vision and goals.

*) Information provided is selected based on Indonesia's libraries and organizations condition.

Source: http://www.ala.org/ala/mgrps/divs/altaff/friends/factsheets/factsheet1.pdf
Read more about ALTAFF at: http://www.ala.org/ala/mgrps/divs/altaff/index.cfm

ARTICLES/REPORTS

Nancy Pearl

1. Berry III, John N. **NANCY PEARL.** Library Journal; 1/1/2011, Vol. 136 Issue 1, p24-26, 3p
The article discusses Nancy Pearl, the publication's Librarian of the Year for 2011. Pearl has tirelessly advocated for libraries and books in varied forums including broadcasts of National Public Radio in the U.S., local television broadcasts, and blogs. Since retiring from the Seattle Public Library in Seattle, Washington in 2004, Pearl has taught reading advisory (RA) skills to library staff throughout the U.S. She believes librarians should help readers cultivate diverse reading interests by having three recommendations handy when library patrons ask what they should read next. Currently available online at: http://goo.gl/b9FEr

2. Dow, Mirah J. **SCHOOL LIBRARY LEADERSHIP AT THE UNIVERSITY LEVEL.** School Library Monthly; Dec2010, Vol. 27 Issue 3, p36-38
The article focuses on the role of school librarians' leadership in the learning of students in universities and colleges. It says that faculty members should employ state-licensed school librarian to give the students a chance to thrive in the global and information-age economy. It discusses six proficiencies for leadership which include providing service to society, applies interdisciplinary scholarly knowledge, and engages in effective practice. **Full text is available upon request to IRC. Please email us at: ircjakarta@state.gov or call: 021-350-8467**

3. Goldstein, Daniel **LIBRARY INC**. The Chronicle of Higher Education; Web Edition, October 17, 2010
From industry-backed research to CEO-style executive salaries and perquisites, the influence of corporate America on universities has been the subject of much popular and scholarly scrutiny. University libraries have largely escaped that attention. Yet libraries, the intellectual heart of universities, have become perhaps the most commercialized academic area within universities, with troubling implications for the future of higher education. This article how the university libraries compromised with commercial practices, technologies, and innovations also the impact for them. This article is currently accessible at: http://goo.gl/o2cZ

4. Rainie, Lee. **HOW LIBRARIES ADD VALUE TO COMMUNITIES.** Pew Research Center's Internet & American Life Project; March 23, 2011.
The Net, smartphones, and other technologies have added to the way people can engage with so much to local communities and wider communities of interest. Yet, there are many gaps. Lee Rainie, Director of the Pew Research Center's Internet & American Life Project, explores those gaps at the Computers in Libraries conference. He points to some findings of his Project that highlight areas where libraries and information services add value to the part**.** Presentation is currently accessible at: http://bit.ly/gqWkXe

5. Baker, Samantha, et.al.. **OPPORTUNITY FOR ALL: HOW THE AMERICAN PUBLIC BENEFITS FROM INTERNET ACCESS AT U.S. LIBRARIES**. Institute of Museum and Library Services; April 10, 2010
Nearly one-third of Americans age 14 or older – roughly 77 million people – used a public library computer or wireless network to access the Internet in the past year, according to a national report released today. In 2009, as the nation struggled through a recession, people relied on library technology to find work, apply for college, secure government benefits, learn about critical medical treatments, and connect with their communities. Complete report is accessible at: http://goo.gl/1sVbv

IRC RESOURCES FOR INDONESIAN LIBRARIANS

SERIAL PUBLICATIONS

AMERICAN LIBRARIES (ISSN: 0002-9769)
American Libraries , the flagship magazine of the American Library Association (ALA), is published bimonthly with four quarterly digital supplement. The publications covers topic such as: news from ALA, news from ALA, information about conferences, job listings, events, technology, programming, budgeting, intellectual freedom, and other library issues.

LIBRARY JOURNAL (ISSN: 0363-0277)

In its 133rd year of publication, Library Journal (LJ) is the oldest and most respected publication covering the library field. Read by over 100,000 library employees in various libraries, LJ is the single-most comprehensive publication for librarians, with groundbreaking features and analytical news reports covering technology, management, policy, and other professional concerns as well as reviews on books, audio books, videos, databases, web sites and systems. LJ is published 20 times per year.

REFERENCE & USER SERVICE QUARTERLY (ISSN: 1094-9054)
Reference & User Services Quarterly is the official journal of the Reference and User Services Association (RUSA) of the American Library Association. Its purpose is to disseminate information of interest to reference librarians, information specialists, and other professionals involved in user-oriented library services.

SCHOOL LIBRARY JOURNAL (ISSN: 0362-8930)
School Library Journal (SLJ) is published monthly by Library Journal. The publication serves librarians who work with students in school and public libraries. The world's largest and most authoritative reviewer of children's and young adult content—principally books, but also including audio, video, and the Web assisting librarians to make purchasing decision. In addition to its reviews, SLJ's news, features, columns, and departments deliver the perspective, resources, and leadership tools necessary for its readers to become indispensable players in their schools and libraries.

SEARCHER: THE MAGAZINE FOR DATABASE PROFESSIONAL (ISSN: 1070-4795)
Searcher: The Magazine for Database Professionals, published 10 times per year, is a unique publication that explores and deliberates on a comprehensive range of issues important to the professional database searcher. The magazine is targeted to experienced, knowledgeable searchers and combines evaluations of data content with discussions of delivery media. Searcher includes evaluated online news, searching tips and techniques, reviews of search aid software and database documentation, revealing interviews with leaders and entrepreneurs of the industry, and trenchant editorials.

BOOKS
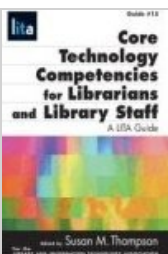
Core Technology Competencies for Librarians and Library Staff: LITA Guide #15. Edited by Susan M. Thompson. New York: Neal-Schuman Publishers, 2008. 248p. ISBN: 978-1555706609
When it comes to technical know-how, do you and your staff measure up? Given the rapid pace of change in technology and library services, it is challenging to maintain the technology skills that librarians and library staff need. What are the best ways to measure and develop competencies to ensure your library is ready to support the next new technical system? If you're ready to hire a new systems librarian, which requirements should you specify in the job description? Find those answers in this book. Review from http://bit.ly/evjQyp

IRC RESOURCES FOR INDONESIAN LIBRARIANS
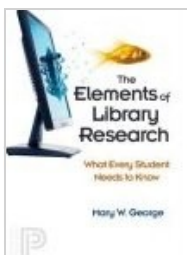
The Elements of Library Research: What Every Student Needs to Know. By Mary W. George. Princeton: Princeton University Press, 2008. 216 pp. ISBN: 978-0691138572.

To do solid academic research, college students need to look beyond the computer search engine. This short, practical book introduces students to the important components of the information-seeking process. It provides a foundation for success in any research assignment. This book also focuses entirely on basic concepts, strategies, tools, and tactics for research--in both electronic and print formats. Review from http://bit.ly/9zMukc
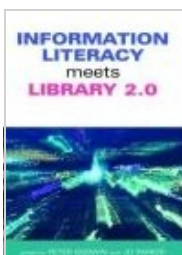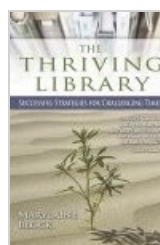
Information Literacy Meets Library 2.0. Edited by Peter Godwin and Jo Parker. 2008/188 pp. ISBN: 978-1856046374

In this book, twelve experts share their wisdom and guidance on harnessing the best new Web 2.0 tools to address information literacy. The books begins with an overview of Web 2.0 tools, such as blogs, wikis, podcasts, and how students and other library patrons use these tools. The book continues with a focus on how Web 2.0 tools impact information literacy in three different arenas: LIS students, school libraries, and public libraries. Finally, the book discusses and analyzes specific tools and how libraries may wish to integrate these tools into their services. Review from http://amzn.to/h5EtBB

The Thriving Library: Successful Strategies for Challenging Times. By Marylaine Block. Me2007/352 p. ISBN 978-1573872775

Marylaine Block integrates survey responses from innovative library directors with her research, analysis, and extended interviews to showcase hundreds of winning programs and services. The result is a rich source of ideas and encouragement for those who want their libraries to thrive, not merely survive. Strategies explored in the book include youth services; the library as place; partnerships; marketing; stressing the economic value; Library 2.0; outreach; and helping the community achieve its aspirations. Review from http://bit.ly/gRKTWR
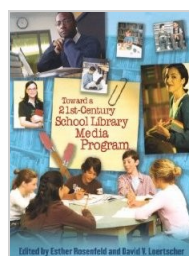
Toward a 21st-Century School Library Media Program. Edited by Esther Rosenfeld and David V. Loertscher. Lanham, Maryland: 2007. 442 p. ISBN: 978-0810860315

What is the role of school libraries in twenty-first-century schools? The editors of this book help answer that question by providing a compilation of articles to help teacher-librarians move school library programs forward to serve the needs of students. The articles are arranged by subtopics covering collaboration, curriculum design, technology integration, literacy and reading, and more and promote the importance of school libraries and librarians in overall student achievement. Review from: http://amzn.to/fqzti9

Highlights

BOOKS. Keep them. Yes, e-readers are amazing, and yes, they will probably become a more dominant reading platform over time, but consider this about a book: It has a terrific, high-resolution display. It is pretty durable; you could get it a little wet and all would not be lost. It has tremendous battery life. It is often inexpensive enough that, if you misplaced it, you would not be too upset. You can even borrow them free at sites called libraries.

Sam Grobart, "Gadgets You Should Get Rid Of (or Not)", *New York Times* Personal Tech blog, March 23, 2011

Check our OPAC for more IRC collections: http://69.63.217.22/U10086Staff/OPAC/index.asp.

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Email: ircjakarta@state.gov
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holidays.html)

The U.S. Embassy's Information Resource Center (IRC) in Jakarta is a specialized reference and research facility. Our goal is to provide you with accurate, up-to-date and authoritative information about U.S. society and policy materials, cover such topic as U.S. foreign policy, government, economics and trade, history, social and cultural issues.

The IRC collection includes an up-to-date reference collection, a periodicals section, and access to extensive online databases.

For details on reference and periodical collections, please check our online catalog at http://69.63.217.22/U10086Staff/OPAC/index.asp.

For all IRC information products, including this info package are available online at: http://jakarta.usembassy.gov/infoproduct.html

Information queries may be submitted to us by phone, fax, mail, and e-mail. You are also welcome to visit us by appointment for personal research assistance.

Get Your Advanced-Library Degree from the U.S Universities

U.S. System of Higher Education

From the many types of institutions to the virtually unlimited array of programs and majors, the universities and colleges in the United States reflect the diversity, tolerance, and pursuit of excellence that characterize the best of the country as a whole.

Whether following a rigorous program in chemistry, gaining workplace experience through internships, enriching the educational experience through distance learning and the expanded course and resource offerings of the World Wide Web, or pursuing artistic excellence, students in the United States can find programs and institutions that will allow them to realize their full potential.

The U.S. system of higher education is unlike most others in that there is no national system. .... The states are, therefore, principally responsible for the establishment, governance, and regulation of universities and other institutions of higher learning.

The states license institutions, but they neither accredit nor guarantee the quality of these schools. Instead, the system of accreditation is operated by private, nonprofit organizations

ALA-Accredited Programs

The American Library Association (ALA) accredits master's programs in library and information studies across the United States. There are 63 ALA-accredited master's programs and three programs seeking initial accreditation.
Accreditation is achieved through a review process conducted by an external review panel of practitio-

ners and academics that verifies that the program meets the *Standards for Accreditation of Master's Programs in Library and Information Studies*

Fulbright Opportunity for Study in the U.S

Fulbright Programs in Indonesia, administrated by AMINEF, annually awards 120 scholarship to Indonesian and Americans to study, teach or conduct original research in a variety of disciplines. Grants are competitive, comprehensive, and generally cover tuition and fees, textbook allowance, monthly maintenance, international airfare, and health insurance.

The following Fulbright scholarship are available to Indonesian citizens with the appropriate qualifications as stipulated in the program descriptions:
- Master's Degree Programs
- Ph.D. Programs
- Research Programs
- Fulbright Special Programs
- Fulbright and Dikti Scholarship Programs

More information on Study in the US available at Education USA site at:

http://www.educationusa.or.id/home

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You Tube   http://www.youtube.com/user/EducationUSAInd